



USAID
FROM THE AMERICAN PEOPLE

AFGHANISTAN

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FACT SHEET

Afghanistan Media Development and Empowerment Project (AMDEP)

OVERVIEW

AMDEP will continue to build the capacity of local independent media through technical support, equipment upgrades, hands-on training, business development, and strengthening of media industry institutions, networks, and associations to increase media professionalism and standards of practice. USAID has invested in the growth of an independent media sector in Afghanistan since 2002, helping to establish a robust and energetic media sector. USAID is also supporting citizen and civil-society access to multimedia training, production, and distribution facilities, and facilitating the use of new technologies such as cell phones to build platforms for citizen media access.

CURRENT ACTIVITIES

- **Network of radio and TV stations:** Strengthen and expand the network of independent radio and TV stations in areas that have remained underserved by information and other media sources, and support quality production and increased financial sustainability of media outlets
- **Training for media professionals:** Invest in media professionals and students with a focus on inclusion of youth and women, as well as assisting lawyers and journalists to understand and advocate for fair media regulation, freedom of expression, and access to information
- **Access to new media and innovation:** Support civil society, public voices, youth, women, and broad community access to multimedia resources and production platforms, and facilitate broad access to technical innovation and practice advancement
- **Media institutions and advocacy:** Strengthen and expand existing media institutions and develop new media associations, networks, and a platform for media advocacy to enhance media professionalism and improve standards of practice
- **Technical assistance:** Build the capacity of independent broadcast media through direct technical assistance and with support for industry-wide facilities such as media mapping tools and an independent media rating service
- **Policy reform:** Facilitate dialogue on media policy and regulatory framework in partnership with industry and the Government of Afghanistan, including direct technical advice on long-term media law and regulation strategy

EXPECTED RESULTS

- Expand network of 42 community-run, independent radio stations with five new radio stations
- Establish or upgrade 10 provincial, independent TV stations in underserved areas
- Develop a TV production unit, as the first nationally syndicated TV programming provider for small, community or locally-owned stations in provincial and rural areas
- Expand Nai regional journalist training by strengthening the current three hubs and establishing two new hubs to offer professional and vocational certified media courses
- Establish 11 multimedia production centers, providing training, production, and distribution platforms for citizens and civil-society organizations
- Strengthen journalists' associations and develop media literacy and media-law advocacy
- Provide tailored capacity building for development of commercial media initiatives with media-related ministries, including a review of regulation of licensing, spectrum allocation, and related areas based on government and industry liaison